
2.7 THE PLAN VISION: SUMMARY OF THE PLANNING GOALS AND OBJECTIVES

The following section consists of a summary of the Plan containing each of the goals and objectives of the Specific Plan Elements. The policy content of these goals and objectives is elaborated upon and more fully described in the following chapters of this Plan.

VILLAGE CENTER GOAL:

CREATE WITHIN DOWNTOWN BELMONT A COMMUNITY FOCAL POINT WHICH CAN FUNCTION AS THE CENTER OF THE CITY'S COMMERCIAL, CULTURAL AND ENTERTAINMENT ACTIVITIES.

VILLAGE CENTER OBJECTIVES:

1. Land Use Development Program Objective:

Provide a lively, attractively designed mix of retail, office, cultural and entertainment uses in one central location in Downtown. Provide for a concentration and intensification of convenience and specialty retail uses, thereby capturing a greater share of the economic "leakage" which occurs as Belmont residents shop in other communities.

2. Village Center Design Objective:

Provide a cohesive overall design for the Village Center which unifies its appearance and is complementary to the outlying portions of Downtown Belmont. The development of the Village Center should have a positive visual impact on the El Camino Real and Ralston Avenue corridors.

3. Community Enhancement Objective:

Provide a location for public activities and ceremonies, and a gathering place for residents to enjoy their downtown environment.

URBAN DESIGN GOAL:

THE DOWNTOWN SHOULD FORM A VISUALLY DISTINCT URBAN DISTRICT WHICH RETAINS THE INHERENT QUALITIES OF SCALE AND CHARACTER OF BELMONT, AS WELL AS MAJOR VISTAS OF THE SURROUNDING HILLS WHICH SERVE AS THE INSPIRATION FOR THE BELMONT NAME. AN ATTRACTIVE, VISUALLY COHESIVE APPEARANCE SHOULD EXPRESS A SENSE OF VITALITY AND PROVIDE A FOCAL POINT FOR PUBLIC ACTIVITY AND A COMMUNITY LIFESTYLE.